AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-20.   (Cancelled)

21.   (Currently Amended) A method ~~of sending an advertisement to a user operating a wireless communication device,~~ comprising:

obtaining, by a service provider operating on a communication network, identity information associated with a wireless communication device;

obtaining, by the service provider, first information about a location of the wireless communication device;

sending, by the service provider, the first information about [[a]] the location of the wireless communication device ~~from a service provider on a communication network~~ to a content server that provides web content to the wireless communication device, the service provider sending the first location information without including the identity information;

if the service provider determines that the location of the wireless communication device is continuously changing,

transmitting, by the service provider, ~~sending~~ a pre-designated code ~~from the service provider~~ to the content server ~~when the location is continuously changing,~~ wherein the pre-designated code prevents searching, by the content server, of a; ~~searching a~~ first database containing a plurality of location-specific advertisements, ~~the database located on the content server, wherein receipt of the pre-designated code prevents the initiation of the searching by the content server~~; and

if the service provider determines that the location of the wireless device is not continuously changing,

obtaining, by the service provider, ~~selecting~~ a ~~first one of the plurality of~~ location-specific advertisement ~~advertisements~~ that is associated with the location of the wireless communication device ~~and is desired to be sent to the user at a stable location that is not continuously changing~~[[;]], and

sending the ~~first one of the plurality of~~ location-specific <u>advertisement</u> ~~advertisements~~ to the wireless communication device ~~over the communication network when the location is stable and not continuously changing~~.

22.   (Currently Amended) The method of claim 21, further comprising:

receiving <u>further</u> ~~second~~ information about the identity of [[the]] <u>a</u> user;

searching a second database containing a plurality of user-specific advertisements;

identifying a ~~second one of the plurality of~~ user-specific <u>advertisement</u> ~~advertisements~~;
and

sending the ~~second one of the plurality of~~ user-specific <u>advertisement</u> ~~advertisements~~ to the wireless communication device ~~over the communication network~~ without <u>including</u> ~~transmitting~~ an indication of the identity of the user ~~therewith~~.

23.   (Currently Amended) The method of claim 22, wherein the ~~second one of the plurality of~~ user-specific <u>advertisement</u> ~~advertisements~~ is identified based on <u>a criterion</u> ~~one or more criteria~~ pre-selected by the user.

24.   (Currently Amended) The method of claim 22, wherein the ~~first one of the plurality of~~ location-specific <u>advertisement</u> ~~advertisements~~ is identified based on <u>a criterion</u> ~~one or more criteria~~ pre-selected by the user, the <u>criterion</u> ~~one or more criteria~~ including a preference for not receiving particular advertisements in a particular geographic region.

25.   (Currently Amended) The method of claim 22, wherein the ~~first one of the plurality of~~ location-specific <u>advertisement</u> ~~advertisements~~ is identified based on <u>a criterion</u> ~~one or more criteria~~ pre-selected by the user, the <u>criterion</u> ~~one or more criteria~~ including a preference for receiving particular advertisements in a particular geographic region.

26.   (Currently Amended) The method of claim 21, wherein the first information about the location of the wireless communication device is <u>obtained</u> ~~sent~~ periodically.

27.   (Currently Amended) The method of claim 21, further comprising:

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receiving second information about the identity of [[the]] a user associated with the wireless communication device;

accessing a second database containing a plurality of user-specific preferences;

identifying a preference associated with the user one or more preferences in the second database that are associated with the user;

selecting the first one of the plurality of location-specific advertisement advertisements based on the preference one or more preferences in the second database; and

sending the first one of the plurality of location-specific advertisement advertisements in the form of a the first TCP/IP transmission control protocol/internet protocol message to the wireless communication device without transmitting an indication of the identity of the user therewith.

28.   (Currently Amended) The method of claim 27, wherein receiving the second information about the identity of the user comprises is accomplished by obtaining the second information for a fee.

29.   (Currently Amended) The method of claim 21, wherein the first information about the location of the user includes second information about the identity of the user, and wherein the first one of the plurality of location-specific advertisement advertisements is sent to the wireless communication device without transmitting an indication of the identity of the user therewith.

30.   (Previously Presented) The method of claim 21, wherein the first information about the location of the user excludes second information about the identity of the user.

31.   (Withdrawn-Currently Amended)   A method of sending an advertisement over a communication network to a user operating a wireless communication device, comprising:

receiving first information about a location of the user;

receiving second information about the identity of the user;

receiving an indication that [[when]] the location of the user is continuously changing;

searching a database containing a plurality of location-specific advertisements;

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selecting one of the plurality of location-specific advertisements based on ~~one or more~~ criteria pre-selected by the user, the criteria including a criterion ~~including a criteria~~ for sending advertisements to the user when the location of the user ~~user's location~~ is continuously changing; and

sending the one of the plurality of location-specific advertisements to the wireless communication device over the communication network without transmitting the identity of the user ~~therewith~~.

32.   (Withdrawn-Currently Amended) The method of claim 31, wherein receiving the first information about the location of the user comprises ~~is accomplished by~~ obtaining the first information from a service provider for the wireless communication device.

33.   (Withdrawn) The method of claim 32, wherein the first information about the location of the user is obtained from the service provider for a fee.

34.   (Withdrawn) The method of claim 31, wherein receiving the second information about the identity of the user includes receiving the second information from a service provider for the wireless communication device.

35.   (Withdrawn-Currently Amended) The method of claim 31, wherein selecting the one of the plurality of location-specific advertisements includes:

receiving the ~~one or more~~ criteria from the user;

storing the ~~one or more~~ criteria received from the user in the database; and

consulting the ~~one or more~~ criteria while selecting the one of the plurality of location-specific advertisements from the database.

36.   (Withdrawn-Currently Amended) The method of claim 35, wherein the ~~one or more~~ criteria include ~~including~~ a preference for not receiving particular advertisements in a particular geographic region.

37.   (Withdrawn-Currently Amended) The method of claim 35, wherein the ~~one or more~~ criteria include ~~including~~ a preference for receiving particular advertisements in a particular geographic region.

38.   (Withdrawn) The method of claim 31, further comprising allowing the user to unblock over the Internet the transmission of the identity of the user.

39.   (Withdrawn) The method of claim 31, further comprising disclosing the identity of the user to an emergency service provider when the user requests emergency help.

40.   (Withdrawn-Currently Amended) The method of claim 31, wherein the one of the plurality of location-specific advertisements is sent over the communication network in the form of a ~~TCP/IP (Transmission Control Protocol/Internet Protocol)~~ transmission control protocol/internet protocol message.